

Item: _____
Fiscal Impact: None (insurance liability only)
Funding Source: N/A
Account #: N/A
Budget Opening Required: N/A

ISSUE:

The Utah Cultural Celebration Center gallery is hosting an exhibit of original art works from the collection of Master Artist Arnold Friberg, entitled **“First View of the Valley” and other never before seen original art pieces.** The exhibit will run from November 10th to November 14th, 2009. The collection is owned by Mr. Friberg who with Allen Knight working as agent for this exhibit will provide all the necessary management of the Exhibit along with the Staff of the UCCC. The agreement between West Valley City and the exhibit agent is being submitted for Council review and approval.

SYNOPSIS:

The exhibit consists of original art works are part of a much larger exhibition of Mr. Friberg however, he desires that “First View of the Valley” be shown in this special exhibition. This painting was begun in 1940 and has not been on public display until now. There is expected to be 14 paintings and sketches in this exhibit along with several paintings of Canadian Mounties and other works of Mr. Friberg. The collection is valued at approx. \$3,000,000. A free public opening is being held Tuesday November, 11th, from 9:00 AM until 9:00pm for the four public exhibit dates. A VIP opening will be held on Tuesday November 10th, in partnership with Allen Knight and his personal sponsors, from 5:30 to 9:00 PM. An audience of about 4,500 people is expected during the exhibitions. The UCCC will also host guided educational tours for student groups as well as offering an ARTrageous Thursday program connected with the exhibit.

BACKGROUND:

The UCCC first became associated with Mr. Friberg and his extensive collection, in connection with the fiftieth anniversary of the release of the movie of the “Ten Commandments”, and the very successful exhibition of the 42 original paintings which were connected to the making of that movie. This exhibit was presented at the UCCC in 2006 and over 10,000 people viewed that exhibit. At that time, he expressed a desire to exhibit other pieces of his significant collection at the UCCC Celebration Gallery. There is no fee paid to the collection owner or agent. Insurance coverage will be provided for the collection while it is housed in the UCCC facility under the limits of West Valley City’s URMMA policy. No additional coverage is anticipated. Security is provided with the systems that are now in place at the Cultural Center.

RECOMMENDATION:

The Utah Cultural Celebration Center staff recommends the City Council pass the resolution.

SUBMITTED BY:

Ross Olsen